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FROM: Marian Wood Marian

SUBJECT: QUALITATIVE RESEARCH PROCESS

Attached is a description of the qualitative research process that was recently developed for the MMDP. This description provides general information on a number of areas, including:

- Reasons for conducting qualitative research
- Uses of qualitative research
- When qualitative research is not appropriate
- Key elements within the research design
- Information about the research process

Since qualitative research is often used in developing and evaluating marketing mix elements for PM USA brands, this description can be a useful tool in learning how to get the most information from this type of research.

Please let me know if you have any questions.

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